



CITY OF NEWPORT BEACH

Balboa Village Citizen Advisory Panel Meeting

AGENDA

Newport Harbor Nautical Museum
600 East Bay Avenue, Newport Beach
Wednesday, May 2, 2012 -- 4:00 p.m. to 5:30 p.m.

CAP Members:

Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

Staff Members:

Michael Henn, Council Member Liaison
Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy CDD Director
Jim Campbell, Principal Planner
Steve Badum, Public Works Director
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

**"Balboa Village...a unique destination between the bay and sea
where history meets the excitement of the future"**

1. **Call Meeting to Order**
2. **Roll Call**
3. **Approval of Minutes – March 20, 2012 (*Attachment 1*)**
4. **Current Business**
 - a. Branding Working Group – Status Report
Recommended Action: Review and discuss
 - b. Project Schedule Update
Recommended Action: Review and discuss
5. **Staff and CAP Comments**
6. **Public Comments**
7. **Next Meeting – Tuesday, May 15, 2012**
8. **Adjournment**

This meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the agenda be posted at least seventy-two (72) hours in advance of each meeting and that the public be allowed to comment on agenda items before the committee and items not on the agenda but are within the subject matter jurisdiction of the Citizen Advisory Panel. Public comments are generally limited to either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or cityclerk@newportbeachca.gov).

Attachment No. 1

Draft Minutes – March 20, 2012



DRAFT

CITY OF NEWPORT BEACH

Balboa Village Citizen Advisory Panel Meeting

MINUTES

Newport Harbor Nautical Museum
600 East Bay Avenue, Newport Beach
Tuesday, March 20, 2012 -- 4:00 p.m. to 5:30 p.m.

CAP Members:

Terri Pasquale
Mark Hoover
Ralph Rodheim
Craig Smith
Jim Stratton

Staff Members:

Michael Henn, Council Member Liaison
Brenda Wisneski, Deputy CDD Director
Jim Campbell, Principal Planner
Dave Webb, Deputy Public Works Director
Tony Brine, City Traffic Engineer
Fern Nueno, Assistant Planner
Cindy Nelson, Project Consultant

**"Balboa Village...a unique destination between the bay and sea
where history meets the excitement of the future"**

1. **Call Meeting to Order** – The meeting was called to order at 4:05 p.m.
2. **Roll Call** – All CAP Members were present with the exception of CAP Member Rodheim.
3. **Approval of Minutes**

CAP Member Stratton motioned to approve the February 21, 2012, meeting minutes, the motion was seconded by CAP Member Hoover, and the motion was approved by a 4 yes to 0 no vote.
4. **Correspondence Received** – It was noted that correspondence was received from a resident that included comments and recommendations to the CAP.
5. **Current Business**
 - a. **Branding Working Group**

The surveys have gone out to visitors (from the Visitors Bureau list), residents, community associations, and Balboa Village business and property owners. CAP Members Stratton and Rodheim are part of the working group; Peyton Reed provided notice to city staff that he is no longer able to participate in the working group. The goal is to have at least 400 visitors and 400 residents and business owners (combined) complete the survey.
 - b. **Parking Management Plan**

CAP Member Stratton gave a presentation on behalf of the CNBCA Parking Committee in response to the proposed Parking Management Plan (PMP). The key issues from the discussion are summarized below:
 - The CNBCA Board did not formally act on the proposed PMP as it did not have an official policy in place to do so; however, the Parking Committee has been involved with the city staff and its consultants to develop recommendations. The CNBCA Board has been kept apprised of their endeavors.
 - The Parking Committee's survey area and results are summarized in the presentation, which is available online:
<http://www.newportbeachca.gov/Modules/ShowDocument.aspx?documentid=12452>

- Bay Island residents were not proposed to be eligible to purchase parking permits. See discussion below.
- Ms. Nelson indicated that the CAP solicited input from the CNBCA and business/property owners. The City also hired consultant Brian Canepa, Nelson Nygaard who prepared the draft PMP. The CAP is expected to recommend approval of the RPP, but the NRC and City Council will also address further details during their review.
- A member of the public gave the opinion that people are not parking on the residential streets because of the nearby meters. He is not in agreement with the RPP and has spoken with others who also do not agree.
- If the RPP is approved, the City will conduct a market rate study to determine the fees and rate structure.
- The CAP concurred the permit fees be \$20 each for the 1st and 2nd permit, \$60 for the 3rd, and \$100 for the 4th.
- The guest passes are a concern because of limited parking in the area.
- CAP Member Stratton emphasized that a parking permit is not a guarantee of a parking space.
- The RPP eliminates overnight parking, but does not really change anything else.
- The CAP agreed on a limit of 4 permits per unit.
- The CAP members were all in support of guest passes. The passes should have a nominal fee and be available online, with a time limit to be determined.
- A member of the public stated that the permit sets exclusivity and the streets are supposed to be public.
- There is always a possibility for abuse with the permit system.
- A member of the public stated that the RPP will have unintended consequences, and that policing is the main issue not the cost.
- The possibility of redirecting the parking funds was discussed.
- The parking spaces in front of commercial properties will remain green, and will not be available for residential parking after 6:00 p.m.
- The CAP concurred the on-street peak period be from 8:00 a.m. to 6:00 p.m.
- CAP Member Pasquale questioned how the smart meters operate and asked if staff has contacted business owners to determine their opinion.
- Ms. Wisneski noted that the premium parking spaces will cost more so people who plan on keeping their cars parked all day will park in the less expensive lots.
- Ms. Nelson added that the City will monitor the parking management plan operations and make changes as needed.
- CAP Member Pasquale raised the concern of Bay Island residents not being able to participate in the program. After further discussion, the CAP concurred that Bay Island residents be offered up to 2 permits per household; \$60 for the first permit and \$100 for the second permit.

c. Project Schedule Update

- Draft Implementation Plan (IP) will be finished and distributed prior to the next CAP meeting. The IP will include specific actions and timeframes. The CAP may take 1-2 meetings to review the IP and make a recommendation to the Neighborhood Revitalization Committee.
- CAP Member Stratton wanted to forward a parking recommendation ahead of the IP in order to submit to Coastal Commission as soon as possible. However, the entire plan needs to be reviewed together. No formal submittal to the Coastal Commission can be made until the plan is authorized by the City Council. Staff will contact the Coastal Commission and discuss the requirements of the application in advance in order to

insure to the extent possible that the City's application is deemed complete once formally submitted.

6. **Staff and CAP Comments** – No additional comments were provided.

7. **Public Comments**

A member of the public commented that Balboa Village has several unused metered parking spaces most of the time and that the CAP should look at Balboa Island as a comparison, not Santa Monica or Pasadena. Balboa Island has thriving businesses and no parking meters. The Balboa Village area has lost diversification in the business community and local support, leading to a ghost town in the winter. The change has been noticed over time.

8. **Next Meeting** – Rescheduled for Wednesday, May 2, 2012, 4:00 p.m. - 5:30 p.m.

9. **Adjournment** – The meeting was adjourned at 5:17 p.m.

To: all CAP and Staff Members of the Balboa Village Citizen Advisory Panel

May 1, 2012

From: Howard and Kathleen Hall, Balboa residents and property owners

INTENT OF THE BALBOA CITIZEN PANEL

This committee was organized to revitalize Balboa. Revitalize, according to Webster's, means "to give new life or vigor to." After having attended many committee meetings, I feel that rather than invigorating Balboa more of our old, not so successful policies are just being reinforced.

As examples I would point out:

Balboa has always seemingly been viewed as a revenue source for the city, especially in comparison to Balboa Island when it comes to paid parking. We have much more paid parking here.

The parking lot on the ocean front was only a fee lot on weekends and holidays in the summer in the 1940's and 1950's. Later, the parking lot was enlarged and the city started to collect fees to recoup the costs of this project. Parking fees were then extended to year round and they have never gone away.

Some parking meters were installed along Main St. in 1948. As the years went by, meters were expanded to include all of the commercial area from Adams to Main St.

When the Balboa Market was torn down, the city wasted no time in installing metered spaces.

Fees collected from these meters have never solely benefitted Balboa. I don't believe additional paid parking would either, as has been suggested.

RESIDENTIAL PARKING PLAN

This new plan for overnight parking permits in select residential areas deserves special attention. As I have learned more about how it developed, the unfairness and misrepresentation of its features have appalled me.

It all started with a survey of some homeowners that stretched from Adams St. to 7th St., even though the original designated residential area of the panel was only designed to extend from Adams St. to Coronado St. This expansion allowed the area of concern to be expanded into what was historically called "East Newport". This area has never been affected by commercial Balboa parking and should NOT be included in this plan.

In fact, we fear that inclusion could create more problems. People could easily start parking in the alleys, blocking garage access for others. This is an occasional problem for us now that could be exacerbated at peak seasonal times with permit parking.

The petitioners used a modified letter from the Central Newport Beach Community Association to give the impression that the Association endorsed the overnight parking permit scheme. This is not true!

Nowhere in this petition were fees or time limits given so that one could adequately assess the merits of the proposal.

If the survey results seem to indicate some support for the permit plan, it does so under false pretenses. I believe homeowners would react quite differently if they were fully aware of the issues I've just outlined here.

POSITIVE STEPS TOWARD REAL REVITALIZATION

All street meters between Main St. and Adams be removed and replaced with two hour parking, like Balboa Island has in their business district.

Don't put so much emphasis on summer parking. There will never be enough parking to accommodate everyone on weekends and holidays in the summer.

Focus on creating free access for local residents in the off-season times. This will increase business and sales tax and create a healthier Balboa commercial area. Eventually more diversified businesses would be encouraged to develop in Balboa.

Emphasize the rich history of Balboa. There is a wealth of material to draw on!

Go back to our roots. We were never called Balboa Village historically. We don't need a cute catch phrase to label us. We are Balboa and proud of it!